

17th ANNUAL MEETING
Cleveland, Ohio
September 20-23, 1987

September 20, SUNDAY

- 5:30 Departure from Stouffer Hotel for boat cruise on Lake Erie
- 7:00 Dinner at the Burgess Grand Cafe
- 9:00 Return to Hotel

September 21, MONDAY

- 8:30 Board buses at Hotel for transport to Cleveland Museum of Art
- 9:00 Greetings from Evan H. Turner, Director
- 9:15 American Art Museums at the Millennium
Edgar Peters Bowron, The John and Elizabeth Moors Cabot
Director, The Harvard University Art Museums.
- 9:45 Shifting Patterns of Federal Support of Art Museums
Presiding: The Hon. Mary Rose Oakar, Congresswoman,
20th District, Ohio
Participating: Andrew Oliver, N.E.A.
Donald Gibson, N.E.H.
- 11:00 Tour of The Cleveland Museum of Art with Evan Turner
- 12:00 Lunch in the Museum
- 1:30 Shifting Patterns of Corporate Support
Presiding: Kathryn Rybolt, St. Louis Museum of Art
Remarks by Judith Jedlicka, President, Business Committee
for the Arts; Liz Weil, National Gallery of Art;
Lewis Karabatsos, Digital Equipment Corp.;
Charles DeRiemer, Southwestern Bell Corporation;
Karen Brosius, Philip Morris
- 3:00 Break
- 3:15 Break-out sessions on policies relating to corporate
sponsorships. (See Roundtables attachment)
- 4:30 Bus tour of University Circle and environs en route to
viewing private collection.
- 6:30 Dinner
- 9:00 Arrive at Hotel

Tentative Schedule
page 2

September 22, TUESDAY

- 8:30 Buses depart for The Cleveland Museum of Art
- 9:00 Remarks
- 9:15 Discussion of survey findings and role of A.M.D.A. in data collection.
Jim Weidman, Columbus Museum of Art
- 10:30 Break
- 10:45 Business Session
- 11:45 Lunch in Museum
- 1:00 Leader-facilitated Roundtables on marketing and development issues. Each person may attend three different sessions.
(Roster attached)
- 2:30 Board buses for Toledo Museum of Art
- 5:00 - 8:30 Tour, campaign overview, and dinner.
- 11:00 Arrive back at Hotel

September 23, WEDNESDAY

- 8:30 Breakfast at Stouffer Hotel
- 9:15 Raising Endowment Dollars
Presiding: Richard Abbott, San Diego Museum of Art
Participants: David Bradley, Virginia Museum of Fine Arts
Christine O'Neill, Art Institute of Chicago
Cliff Underwood, D'Agostino, Underwood & Ass.
- 11:00 Adjournment

ROUNDTABLES

September 21, MONDAY

Marketing the Visual Arts to the Corporate Community
Michael Farley, Director of Development
Oregon Art Institute

National Corporate Sponsorship: At What Price?
Donald Jones, Assistant Director of Development
Detroit Institute of Arts, Founders Society

Roundtables, cont.

The Changing Economy: What Do You Do When the Corporate Bottom Falls Out?

Pamela Riddle, Deputy Director
Contemporary Arts Museum, Houston

Starting Up a Corporate Support Program
Sheldon Wolf, Director of Development
Springfield (MA) Library and Museum Association

When the Big Project is Not an Exhibition: Selling it to the Corporation

Janet H. Spitz, Asst. Dir. of Development for Corporate Relations
Museum of Fine Arts, Boston

September 22, TUESDAY

Effective Use of the Board in Fundraising
Tom Anderson, Vice President for Development
Case Western Reserve University

Donor Recognition
Lucia Petrie, Director of Development
Milwaukee Museum of Art

The Development Director as Marketing Director
Christine O'Neill, Assistant Vice President
The Art Institute of Chicago

Shaping the Museum's Image
Penelope de Bordenave Saffer, Director of Development
The Phillips Collection

Dealing Effectively with Foundations
Patricia Doyle, Program Officer for Cultural Affairs
The Cleveland Foundation

Developing a Marketing Plan
Richard Hyer, Director of Marketing
Playhouse Square Foundation, Cleveland

Building a Young Friends Organization
Margaret Denny, Development Associate
High Museum of Art

Upgrading Annual Giving Income
Millie Wolf, Senior Development Associate
The Carnegie

The Power of Effective Communications
James Lubetkin, Vice President
Edward Howard & Co.

Direct Mail and Telemarketing
Marianne DePalma, Associate Director of Development
The Detroit Institute of Arts